

DOCKET SECTION

BEFORE THE
POSTAL RATE COMMISSION
WASHINGTON, D.C. 20268-0001

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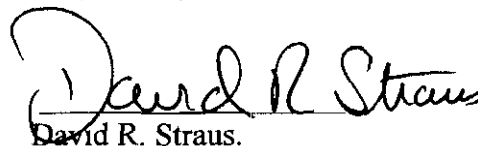
POSTAL RATE AND FEE CHANGES, 1997

RECEIVED
OFFICE OF THE SECRETARY
Docket No. R97-1

ANSWERS OF AMERICAN BUSINESS PRESS TO INTERROGATORIES
OF UNITED STATES POSTAL SERVICE TO WITNESS McGARVY
(USPS/ABP-T2-1-4)
(February 4, 1998)

The American Business Press hereby submits responses by its witness Joyce McGarvy to
interrogatories USPS/ABP-T2-1-4.

Respectfully submitted,

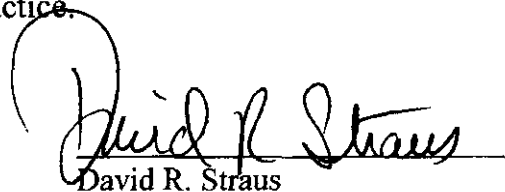


David R. Straus.

THOMPSON COBURN
700 14th Street, N.W., Suite 900
Washington, D.C. 20005

CERTIFICATE OF SERVICE

I hereby certify that I have this date served the foregoing document in accordance
with Section 12 of the Commission's Rules of Practice.


David R. Straus

Dated: February 4, 1998

USPS/ABP.- T2-1

Please refer to your testimony on page 4, lines 6 to 8. Please confirm that “on time” delivery in these instances would be within one business day. If you do not confirm, please explain why not.

Answer

The on-time that I refer to in my testimony for most of the Crain publications is Monday, so that, when we mail on Saturday, that could be said to be within one business day.

USPS/ABP.-T2-2

Please refer to your testimony at page 5, lines 2 to 13, and the attachment to your testimony.

- (a) Please explain the data collection procedures used by Red Tag to obtain the data provided in the attachment to your testimony.
- (b) How were the 65 publications selected for monitoring?
- (c) How is "On Time" defined?
- (d) Please define "Monitors Reports" in the heading in the attachment?
- (e) Please provide the annual circulation for each of the 65 publications.
- (f) Are the cities listed in the attachment the entry point or destination for the publications? Please explain.
- (g) Please provide any additional data relating the zone of the mailing to thte data provided in the attachment.
- (h) Please provide any additional data relating the type of the periodical (e.g., newspaper, tabloid, regular magazine) to the data provided in the attachment.

Answer

- (a) The data provided in my testimony is a consolidated report of the publications monitored by Red Tag. To collect the data, a monitor is added to a publisher's subscriber list and the publication is mailed to the monitor each issue. Each monitor is assigned a monitor number and they are asked to call the Red Tag 800# to report the date they receive the publication.
- (b) Red Tag is a nonprofit association. Publishers of titles appearing weekly or more frequently must be full Red Tag Members to use the monitoring service. It is the publisher who decides which publication to monitor.
- (c) The USPS's published service standards are used to calculate on-time.
- (d) It is the actual number of reports used to calculate the consolidated reports.
- (e) Red Tag monitors a total of 65 publications. The publication, circulation figures, and frequency are on the attached document.

ANSWERS OF AMERICAN BUSINESS PRESS WITNESS MCGARVY TO INTERROGATORIES
USPS/ABP-T2-1-4

(f) The cities listed on the consolidated reports are the destination for the publications.

(g) I do not have this information.

(h) Please see the attached document.

RED TAG NEWS PUBLICATIONS			
			<i>ANNUAL</i>
<i>DAILY PUBLICATIONS</i>	<i>TRIM SIZE</i>	<i>CIRCULATION</i>	<i>CIRCULATION</i>
American Metal Market	Tabloid	10,299	2,677,740
Daily Total Annual Circulation		10,299	2,677,740
<i>BI - WEEKLY PUBLICATIONS</i>			
PC Magazine	Magazine	1,107,187	115,147,448
Bi-Weekly Total Annual Circulation		1,107,187	115,147,448
<i>WEEKLY PUBLICATIONS</i>			
Advertising Age	Tabloid	76,096	3,956,992
Amusement Business	Tabloid	9,691	503,932
Autoweek	Magazine	29,487	1,533,324
Billboard	Tabloid	30,905	1,607,060
Broadcasting & Cable	Magazine	27,203	1,414,556
Business Insurance	Tabloid	53,642	2,789,384
Chronicle of Higher Education	Tabloid	n/a	0
Communications Week	Tabloid	175,500	9,126,000
Computer Reseller News	Tabloid	103,060	5,359,120
Computerworld	Tabloid	145,415	7,561,580
Economist	Magazine	273,064	14,199,328
Electronic Buyers News	Tabloid	61,670	3,206,840
Electronic Engineering Times	Magazine	45,491	2,365,532
Electronic Media	Tabloid	26,404	1,373,008
Electronic News	Tabloid	26,150	1,359,800
Federal Computer Week	Tabloid	71,627	3,724,604
Footwear News	Tabloid	16,635	865,020
HFN	Tabloid	21,801	1,133,652
Information Week	Magazine	302,500	15,730,000
Infoworld	Tabloid	259,697	13,504,244
Inter@ctive Week	Tabloid	70,101	3,645,252
Macweek	Tabloid	100,107	5,205,564
Modern Healthcare	Magazine	90,110	4,685,720
Multichannel News	Tabloid	22,120	1,150,240
Nations Restaurant News	Tabloid	90,115	4,685,980
Network World	Tabloid	150,210	7,810,920
PC Week	Tabloid	270,858	14,084,616
Publishers Weekly	Magazine	39,737	2,066,324
RCR	Tabloid	28,000	1,456,000

SN (Supermarket News)	Tabloid	49,259	2,561,468
Soap Opera Digest	Digest	618,912	32,183,424
Telephony	Magazine	51,110	2,657,720
The National Law Journal	Magazine	n/a	0
The Sporting News	Magazine	600,000	31,200,000
Travel Age - East	Magazine	26,106	1,357,512
Travel Age - Mid.	Magazine	18,816	978,432
Travel Age - West	Magazine	32,558	1,693,016
Travel Agent	Magazine	52,500	2,730,000
Travel Weekly (Mon)	Tabloid	49,628	2,580,656
Variety	Tabloid	32,256	1,677,312
Video Business	Magazine	45,021	2,341,092
Waste News	Tabloid	41,345	2,149,940
Wireless Week	Tabloid	32,000	1,664,000
Weekly Total Annual Circulation		4,266,907	221,879,164
BI-MONTHLY PUBLICATIONS			
OAG N. America	Magazine	16,999	407,976
Bi-Monthly Total Annual Circulation		16,999	407,976
MONTHLY PUBLICATIONS			
AV Video	Magazine	70,000	840,000
Avionics	Magazine	22,500	270,000
Communications Technology	Magazine	24,998	299,976
Film Video	Magazine	28,528	342,336
Imaging Business	Magazine	28,954	347,448
International Cable	Magazine	10,147	121,764
National home Center News	n/a	n/a	0
Nursing Spectrum	n/a	n/a	0
P.C. Computing	Magazine	964,507	11,574,084
Rotor & Wing	Magazine	29,986	359,832
Wireless Business & Technology	Magazine	31,500	378,000
Smithsonian	Magazine	n/a	0
Monthly Total Annual Circulation		1,211,120	14,533,440
GRAND TOTAL			354,645,768

USPS/ABP-T2-3

Please provide the complete results of the ABP member survey mentioned in your testimony at page 7, lines 7 to 10.

Answer

The results of that survey were transmitted to the Postal Service by letter of January 21, 1997 from Stephen Feldman to Sheryl Johnson. Another copy of that letter, as well as a listing of the individual member responses (with company names deleted), are attached. I am willing to state that the fifth company listed is Crain Communications.

SPIEGEL & McDIARMID

USPS/ABP-T2-3

GEORGE SPIEGEL, PC
ROBERT C. McDIARMID
SANDRA J. STREBEL
ROBERT A. JABLON
JAMES N. HORWOOD
ALAN J. ROTH
FRANCES E. FRANCIS
DANIEL I. DAVIDSON
PETER K. MATT
DAVID R. STRAUS
BONNIE S. BLAIR
THOMAS C. TRAUGER
JOHN J. CORBETT
CYNTHIA S. BOGORAD
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LEE G. WHITE
P. DANIEL BRUNER
MARGARET A. MCGOLORICK

PUBLIC AFFAIRS DIRECTOR
KENNETH A. BROWN
(NOT A MEMBER OF THE BAR)
GOVERNMENT AFFAIRS DIRECTOR
ROBERT L. ROACH

*MEMBER OF VA BAR ONLY
*MEMBER OF MD BAR ONLY

January 21, 1997

Via Facsimile to 202-268-4336

Ms. Sheryl Johnson
Business Mailing Requirements
U.S. Postal Service
Room 6801 475 L'Enfant Plaza S.W.
Washington, D.C. 20260

Re: ABP Barcode Survey

Dear Sheryl:

Thirty-three (out of approximately 100) ABP member companies (which represent well over one-half of the annual circulation) of American Business Press, responded to our survey requesting data about additional automation qualifying periodicals volume that those companies would mail if barcode discounts were available to now non-qualifying copies, e.g. tabloids, polywrap, over one pound.

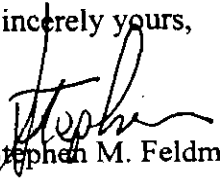
As of today's input, USPS can expect from ABP member periodicals alone 242,197,187 additional quantities of automation-compatible copies, if the discount is available to these now-excluded publications. This represents approximately 30% of all ABP volumes, some of which already qualify for barcode discounts. We believe ABP members generate about 10% of all regular-rate periodicals volume.

There may be additional volumes reported to us today or tomorrow. We will likewise forward that data to you. In the interest of time, however, we wanted you and USPS cost analysts to have this data as soon as we had the majority of responses so that a request to the Governors for funding barcode readers for the FSM-1000 could be made as soon as possible.

Ms. Sheryl Johnson
January 21, 1997
Page 2

Please call for any further clarification that you may need.

Sincerely yours,



Stephen M. Feldman

SMF:bf

cc: Gordon Hughes, President, American Business Press

SURVEY OF ABP MEMBERS

	Name of Company	Number of Copies
1		63,983,615
2		39,093,914
3		29,500,000
4		21,605,740
5		19,992,000
6		10,800,000
7		8,000,000
8		7,803,145
9		6,500,000
10		6,200,000
11		5,609,885
12		4,536,000
13		4,392,894
14		3,787,156
15		3,675,338
16		920,000
17		807,000
18		800,000
19		600,000
20		546,500
21		500,000
22		500,000
23		352,000
24		331,000
25		320,000
26		280,000
27		250,000
28		160,000
29		148,200
30		100,000
31		60,000
32		35,000
33		7,800
	TOTAL	242,197,187

USPS/ABP-T2-4

Please refer to your testimony on page 9, lines 5 to 12.

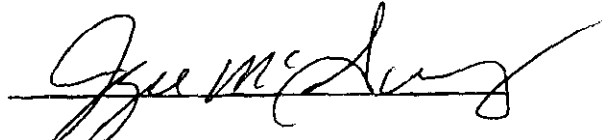
- (a) Please confirm that the rates for the 'Carrier route,' 'High Density' and 'Saturation' presort levels are non-automated per piece rates. (See DMM §R200.1.2.) If you do not confirm, please explain why not.
- (b) Please confirm that the 'reclassification aftermath' you refer to (line 11) included a 14.3 percent reduction (from 13.9 cents to 11.9 cents) in the High Density rate, and 22.1 percent reduction (from 12.2 cents to 9.5 cents) in the Saturation rate. If you do not confirm, please explain why not.

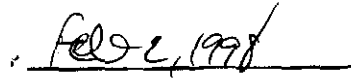
Answer

- (a) That is exactly what I say twice on lines 5 and 6: non-automated piece rates.
- (b) I can confirm that the rates you cite, of which Crain and the majority of the country's publishers can take little or no advantage, were indeed lowered in the "aftermath" of the reclassification case. My point, of course, was that a "revenue neutral" change in rates can nevertheless produce rate increases for some mailers, and that those increases are not made easier to absorb – and may be harder to absorb – by the fact that some publishers' rates went down.

DECLARATION

I, Joyce McGarvy, declare under penalty of perjury that the foregoing answers are true and correct to the best of my knowledge, information and belief.


Joyce McGarvy


Date